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The Florida Optometrist

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THE FLORIDA OPTOMETRIST
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The Florida Optometrist is published with the view of advancing the welfare of Optometry in Florida. The editors will appreciate your comment and suggestions. Manuscripts and correspondence should be addressed to the editor, Dr. R. Hilton Pemble, 408 Hall Building, St. Petersburg, Florida.

Editorial

Membership in your Optometric Association entails a lot more than simply pay dues.—Like most everything else, to get anything out of such an organization, you must put something into it.

The more interest you take in the association and in association work the more it will mean to you and to all other members.

Keep in touch with your Secretary and with the editor of your magazine. Your fellow optometrists are interested in news of the profession. They like to know what the other fellow is doing, how he is meeting problems, so take time out now and then to inform your editor as to your activities. If you enlarge your business, engage new employees or make any changes or improvements, drop a postcard or letter and tell us about it so that we can mention it in the Optometrist.

Attending meetings and conventions is of utmost importance. You should not let anything interfere with such events. Knowledge and information gained through attendance at conventions offset many times over the time and money spent.

We call your particular attention to the Annual Convention of the Florida Optometric Association scheduled to be held in St. Petersburg June 15, 16, 17. It promises to be one of the best ever held.

Dr. Andrew Holloway is the convention

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What Forces Hold The Contact Lenses In Place

By JOSEPH I. PASCAL

It has been an accepted axiom in contact lens work that the larger the bearing surface of the lens on the eye the more comfortable the lens would be. This was taken as a self-evident truth and was never questioned. Discomfort was often attributed to a lack of point-to-point correspondence between the bearing surface of the lens and the sclera of the eye. The advent of the molding technic promised the possibility of attaining such point-to-point correspondence and great were the expectations that this would solve the vexing problem of a comfortable fit for every eye. Everybody knows, of course, that such expectations have not been realized.

Dr. P. F. X. Thier of the University of Utrecht (Shades of Donders who was Professor of Ophthalmology at Utrecht when he wrote his immortal work, "Refraction and Accommodation of the Eye") has an interesting article on contact lenses in "Modern Trends in Ophthalmology." He refers to Dr. Dallo's pioneer work in molding, and discusses the "inside form of the eye" according to Dallos. He continues, "The principle of this relations, called the haptic of the contact lens, is that every point of the inner surface of the glass must be in every exact apposition to the corresponding point on the surface of the eye; only then can the contact lens be tolerated for a sufficient length of time."

Even though this principle of exact point to point correspondence did not work out as expected no one seemed to question the soundness of the principle. But practical clinical observation seemed to cast doubt on the theory. It was repeatedly observed that a molded contact lens which fitted the eye "in spots" was more comfortable than the same lens adjusted to have a point-to-point correspondence.

The idea of a large contact bearing surface being preferable to a small contact bearing is based on the conception that the lens rests on the eye by its weight, that is, by gravity pressure. Now it is perfectly true that weight or gravity pressure is borne most comfortably when the pressure is distributed over a large area. But a contact lens does not hold to the eye by gravity pressure. If the patient with a contact lens in the eye separates his lids and looks straight down, the lens (if properly fitted) will not fall out. The force which holds the lens to the eye resists the force of gravity which tends to pull the lens out of the eye. In other words, the force which holds the lens to the eye is antagonistic and in a sense the very opposite of the force of gravity.

Research into this problem has shown that the force which holds the lens to the eye is an "adherent force" or an "adherent pressure" if you care to use the term. This adherent pressure is borne most comfortably when it is exerted over a small area of the eyeball, just the opposite of gravity pressure.

The principle of a small bearing surface as being more desirable than a large point-to-point bearing surface is a revolutionary concept in contact lens work. It is the principle employed in the design of the tangent cone lens. Of course, this principle of substituting a narrow tangential bearing surface for a wide "glove-fit" bearing surface does not solve all the problems in contact lens work. But it is an important milestone in the development of the art and science of fitting contact lenses.

37 West 97th St.
New York 25, N. Y.

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**Optometrist and Ophthalmologist. Fellow, American Academy of Optometry.

DR. BARRACK TO OPEN BRANCH OFFICE IN JAX

Dr. E. S. Barrack, optometrist of Live Oak, anounced this week that he is moving to Jacksonville to open a branch office.

However, he will keep his Live Oak office, same location on East Howard Street, open Friday and Saturday of each week. His local friends and public may see him on these days.

Dr. Barrack is a graduate of the Southern College of Optometry, Memphis, Tennessee. He was associated with Dr. Newbury of Panama City for three years before opening his Live Oak office in June, 1944.

An Optometrist is a man with an EYE for business.

A Legitimate Beef, Looks Like

Our ear-to-the-ground tells us that some of the ex-GI's are mentioning the apparent short deals they're getting from some of the established men in practice, in the matter of the help that was so piously offered them in getting their practices established. Seems there was something said about referring patients, and this and that. Came time, and nuthin' happened. They don't expect a hand-out, but would appreciate an occasional show of confidence.

In the interest of public welfare, it could be said that prompt attention to a patient's needs could be effected by referring those who need service in a hurry to the men who hungrily (literally) await the opportunity to do their share of work in their chosen profession. Why not give these fellows a break and refer them a patient occasionally? You lose a patient that you'd have lost anyway, because he wouldn't wait for you. He gets his visual needs taken care of—and from an optometrist. You gain another optometrist for a friend, and give him the courage to tough it our against the glowing offers being made by the various Joe Blow Chain Gang Optical Companies. One patient to you may mean the rent to a new man.

OK, that's fine! But there are two sides. We haven't heard this mentioned, but could it be that some of the established men are slightly reluctant to refer a patient to someone they aren't sure can take care of that patient's needs? After all a bum job does reflect on the one who did the recommending. Then, could it be the reason they aren't certain of the new practitioner is that they don't really know the man they're supposed to recommend? Could it be that, if the new men turned out for the various educational meetings, and contributed to them, that the others would know more about them? Could be!

Oh, yes, in passing, we know of one busy opto who manages to drop in on the new optometrists, to get acquainted with them, let them know him, invite them to various gatherings, and try his durnedest to make them feel at home. Could you do that? No, not the other guy. YOU!

The broad-minded see the truth in different religions while the narrow-minded see only the difference.

Two Bad 'Give Aways'

By RALPH BARSTON

Two things—display advertising in a telephone directory and display of eye glasses in store windows—show up the commercial optometrist as a merchant.

For that reason they keep away the most desirable class of patients.

People of discrimination do not seek professional service from commercial operators.

I am convinced that there are good men and good optometrists who have not yet realized what these two unfortunate indulgences do to them—professionally and economically.

Can it be possible that some of the men responsible for this impairment to themselves and to their profession are victims of an inferiority complex and do not believe themselves capable of serving a higher class of patients, or dare not try to maintain themselves with this higher class on a plane of social equality? Why else do they seek the ignorant and undiscriminating people? — Illinois News Letter.

EDITORIAL

(Continued from Page 1)

chairman and he and his committee are doing everything possible to provide for your comfort, entertainment and education during the three day meeting.

Subjects of vital interest to you will be discussed on the business program and the entertainment program is one of the best ever arranged.

Plan now to attend. This is one meeting you cannot afford to miss. You will profit by the knowledge gained and enjoy the fellowship that attends such events. Remember the place and date, St. Petersburg, June 15, 16, 17, 1947.

JUNE 15-16-17

The annual convention of the Florida Optometric Association will be held in St. Petersburg, at the Suwannee Hotel June 15, 16, and 17. Dr. Andrew Holloway is the convention chairman and he and his committee are planning a bang up time with an interesting educational and entertainment program.

Ophthalmoscopic Interpretation

By L. W. PALM, O. D.

It used to be traditional, back in the days when I was a youngster, that all small town deaths were labeled by the attending physician as heart failure, unless the patient obviously died a the result of an accident of some kind, A little bit later a stroke of apoplexy became a popular means of reserving one of those nice green shady patches that look so comfortable in small town cemeteries, going on to mention that in that condition the arteries became as brittle as glass and would not bend. That explanation never did entirely satisfy me because I knew the arteries went through the elbow, for one place, and how could a person bend his arm if he had a bunch of glass tubes running around the joint?

For generations the study of arterio-degeneration has fascinated most Schools of the Healing Arts. The term, roughly translated, means hardening of the arteries, and as the changes take place there are ophthalmoscopically visible changes in the intra-ocular vascular system. For one thing the arteries tend to turn yellow in color, rather than the bright red or peach red of normalcy. They become more tortuous, turning and twisting in sharp curves, and even sharp corners, instead of the long sweeping bands of normal vessels. Sometimes they twist up into little cork-screws which appear to be stitched into the retina with part of the coils disappearing beneath its surface. There is a marked tendency for the arteries to have little beads or bulges, like that of a snake that has swallowed a mouse.

When this is present, arterially, it nearly always is present in the veins to some extent. The vessel walls become more opaque, and as a consequence the streak of light reflected back into the eye of the observer becomes wider and the .blood column inside the artery becomes narrower. If, and many times it does happen, the flow of blood through the hole is entirely stopped, the artery from then on appears as a white cord. Sometimes at the start of the white appearance there is a leak in the tubing and a hemorrhage spreads from the leak.

When a normal artery crosses a normal vein neither tube is depressed, but if the arteries are sclerosed the tendency is for the arteries to squeeze the veins out of place a little bit. With extreme sclerosis particularly in high blood pressure, the vein may be almost occluded, with the backed-up fluid making the vein twice as large as it is after it passes through the arteries. A hemorrhage of a vein can accasionally occur at the point of crossing.

There does not appear to be any cure for the condition of arterio-sclerosis. As the vessel walls are less pliable and resilient, it has long been the custom to advise the patient to avoid violent physical activities. The cause of the condition remains in doubt, perhaps being involved with infections which are distributed by the circulatory system.

In itself arterio-sclerosis does not affect the ocular economy except as the flow of nutrition to the various parts of the visual system is interfered with, through restriction, exudative edema, or by hemorrhage.

YOUR MEASUREMENTS

Your greatness is measured by your kindness—

Your education is measured by your modesty—

Your ignorance is betrayed by your suspicions and prejudices—

Your real caliber is measured by the consideration and tolerance you have for others.

DR. KARL BROWN OPEN OPTOMETRY OFFICE IN CITY

Dr. Karl E. Brown, registered optometrist who holds a degree from the Southern College of Optometry at Memphis, Tenn., has opened an office in the Professional Bldg. in Bradenton.

He recently was qualified by the state board examination and was registered and licensed to practice in Florida.

The eye specialist received a bachelor of science degree from Central State of Oklahoma. His professional training, which was interrupted by the war, was completed at the Memphis college.

The doctor, a native of Texas and a former resident of Oklahoma, selected Bradenton as his permanent home after an extensive tour of Florida. He is an ardent fisherman and chess player. His wife has assumed a teaching position at Bradenton High School.

Modern analytical methods of examination are employed by Dr. Brown, who has installed new equipment in his office.

Undergraduate Optometric Council of Ethics

ILLINOIS COLLEGE OF OPTOMETRY
REPRINTED FROM NICO NEWS
By BRANDON E. REA, SOPH. II

This is the Northern Illinois College of Optometry paper and we have 56 students there from Florida alone. The article below is good.

It will be the purpose of this column to acquaint the student body with the objectives and activities of the newly formed Undergraduate Optometric Council on Ethics. Hundreds of students, during the past month, have been asking: What is the council? What are its aims? How do I become a member? Why should I join? And many others. Here are a few of the answers.

The primary objective of the council is to stimulate and promote professional thought, and to demonstrate the ways, means and advantages of practicing ethically. This does not indicate that the council is a group of idealists; on the contrary, its members are realistic in the belief that economics and financial security are two of their most valuable friends. The council does not intend to reform Optometry, nor is it within the sphere to attempt reform. Rather, it hopes to establish **A NEW OPTOMERTY,** through practical demonstration, example, and the strength of its membship. This strength will be forthcoming—from this school and ultimately from all Optometric schools across the nation. The old system will gradually be moved out of the focus of the public eye, and a new regime of complete professionalism will take over. These are the aims and purposes of the council; are they also yours?

Membership is limited to no specific number of persons, nor it is limited as to race, color or creed. New members are admitted upon unanimous agreement of the active council members, after interview of the applicant in open forum. The prospective member must previously have submitted a written statement or letter to the council, asserting (1) his views concerning ethics, (2) what services he expects to render the council and (3) what he expects to gain from membership in the council.

There are undoubtedly many students who wonder: "Why should I join? I'm doing all right." To those men I say this: you have chosen a profession for your life-work, and any profession must have as its principal objective the services it can offer humanity. You have, in so choosing, assumed a heavy responsibility to society. Only by discharging that responsibility can you honestly rationalize your presence in the profession. The future strength of the Council on Ethics, and of Optometry, will be dependent upon the sense of responsibility of this and other student bodies—and upon their willingness as individuals to influence and lead others.

A new Optometry **can** be born! Think it over.

DR. BRADFORD ELECTED

Dr. Robert Bradford of Miami Beach was elected president of the Southeast Florida Optometric assn. at a meeting Monday night. Other new officers are J. M. Widdersheim, vice president; Dr. Marshall Wright, secretary-treasurer, and Dr. Leonard Glickstein, Dr. M. W. Pace and Dr. Alexander Wilheim, directors.

TEN WAYS TO KILL AN ASSOCIATION

1. Don't come to the meetings.
2. But if you come, come late.
3. If the weather doesn't suit you, don't think of coming.
4. If you do attend a meeting, find fault with the work of the officers and other members.
5. Never accept an office, as it is easier to criticise than do things.
6. Nevertheless, get sore if you are not appointed on a committee but if you are, do not attend the committee meetings.
7. If asked by the chairman to give your opinion regarding some important matter, tell him you have nothng to say. After the meeting tell everyone how things ought to be done.
8. Do nothing more than is absolutely necessary, but when other members roll up their sleeves and willingly, unselfishly use their ability to help matters along, howl that the association is run by a clique.
9. Hold back your dues as long as possible, or don't pay at all.
10. Don't bother about getting new members —"LET GEORGE DO IT."

Services On A Fee Basis

By LLOYD R. MICHLES, O. D.

"BE AN OPTOMETRIST — NOTHING MORE — NOTHING LESS"

Perhaps one of the most revolutionary steps ever taken by optometry was the placing of our services on a fee basis. It was realized years ago that all procedures would have to be overhauled from time to time to meet the desired needs of the public, not only in our technique but also in professional thinking.

FIRST—We realize that we had to take optometry out of the jewelry stores and place it in its proper environment—a professional office.

SECOND—We had to readjust ourselves to being doctors, not merchants.

THIRD—Our technique was improved to handle all visual conditions.

FOURTH—Not being merchants, we had to devise a method whereby we dispensed services, not merchandise—**this was the birth of fees.**

To those of us that have used this method, it would be very hard to understand just why all doctors do not regulate their practice and their thinking along these lines.

We must place foremost in our minds that in reality we have nothing to sell but our knowledge. No matter what type of frames or lenses used in an Rx, they would be of no value to the patient unless we employ all our professional ability to evaluate the findings found in our examination. Along this line of reasoning it is logical that what we really do charge for is our services, and we use lenses as a medium to justify our results. To place before a patient an array of lenses and frames stating that this kind or that type would cost so much, leaving it to their judgment as to the type they need, is an insult to their intelligencce, for if they knew what they needed they would never have come to consult you. They are interested in having you, as a doctor, alleviate their complaint, and leave all the methods of doing this up to you. After the examination you should know just what kind of lenses you will use and should in no case consult the patient. The only thing left to his judgment is the frame, or mounting, that he would like. In a majority of cases even that is left up to you. After the examination and consultation a procedure like the following would be proper:

Doctor (to patient) "I find that I can help you to overcome your complaint, and to do this I would suggest you have a prescription to be worn (at all times—for work only).

"To take care of your eyes and get them back to their proper condition my fee will be . . .

"You may have your choice of a frame, mounting, or zylo, whatever you may desire."

* * * *

You will notice that in the above no mention was made of a cost for lenses or frames but everything was incorporated under the heading of "fee."

FEE—FEE—FEE—That's the thought—Set a FEE for your services. If you are not doing it this way, will you please try it for one week. If you do I'm sure you will never revert back to the old way of selling merchandise.

"BE AN OPTOMETRIST
NOTHING MORE — NOTHING LESS"

GET INDUSTRIAL PICTURE CLEAR

By Ralph Barstow, O.D.

In all this to-do about industrial optometry, there is a grave chance that individual optometrists will mislead themselves by thinking only in terms of industries employing large numbers of workers. These plants are the ones that stand out in the foreground and so get the attention, but there is another and more important field for the average optometrist.

It is important to get fixed in yor mind that 95% of people work in plants with less than 100 employees! You will find the great big industry hard to enter and you may even make unwise concessions in your effort to secure a hearing. If and when you do get in, you might find yourself swamped with work and unable to care for yor important regular practice. With the smaller plant, you can get on more intimate terms with both management and employees, you can do a better job analysis and, once you have become familiar with industrial optometric work, you can move with greater intelligence and certainly toward the larger industries. Why not bite off the proper sized mouthful so you can really chew it—Optometric Extension Program.

DR. KNOX PASSES AWAY AT DELAND HOME MARCH 30

Dr. R. L. Knox, optometrist at Deland for many years, prominent business man and active in civic affairs, died at his home here March 30. Dr. Knox had been in ill health for a considerable period of time, but his death was unexpected.

Dr. Knox was born in Micanopy, Fla., in 1892. He had resided here for a long period of time, his two daughters having received their public school education in DeLand, and attended Stetson.

The deceased is also survived by a sister, Mrs. H. L. Lubbs of Charleston, S. C., while a cousin, Frank Moorhead of Micanopy has already arrived in DeLand.

Always interested in municipal affairs, Dr. Knox served one term as a member of the City Commission.

OPTOMETRIC GROUP HAS MEETING HERE

Dr. Grant T. Newberry was host to members of the West Florida Optometric Association at the regular monthly meeting held recently at Panama City.

The educational program being sponsored by the organization was discussed by Dr. C. L. Reichter, of Panama City. A lecture and demonstration on contact lens was presented by Mr. and Mrs. C. A. Pease of this city.

Those attending were Dr. Tom Moore, of Tallahassee; Dr. W. A. Larimer, of Bonifay; Dr. W. D. Newberry, of Marianna; Dr. Neal McKinnon, Dr. George Byrd, Dr. B. A. Barber and Dr. J. A. Still, of Pensacola; Dr. Claud Adams and Dr. R. T. Tindell of Dothan, Ala.; Dr. G. T. Newberry, Dr. Cecil Shaffer, Dr. and Mrs. C. A. Pease, and Dr. C. L. Reitcher, all of Panama City.

DR. PHILLIP BENJAMIN BAY PINES OPTOMETRIST

Dr. Phillip Benjamin, 1205 Arlington Ave., St. Petersburg, has been appointed Optometrist at Bay Pines Veteran's Hospital. He is a graduate of St. Petersburg Junior College and of the Northern Illinois College of Optometry, class of 1944.

During World War II he served two years in the medical corps and was stationed with the medical examining post, Ft. Bliss, Texas. He is a member of Mu Sigma Pi fraternity, American and Florida Optometric Associations.

A modern bathing suit is a garment with no hooks and plenty of eyes on it.

TITMUS
Preferred by the Profession
TITMUS BONVUE BIFOCALS are the pinnacle of ophthalmic achievement. The highest scientific skill controls their making, from raw glass to finished lenses. Their accuracy, quality and performance have made them the preference of the Profession whenever double vision forms are indicated.
TITMUS OPTICAL CO.
PERFEX
PETERSBURG, VA. U.S.A.
Titmus Optical Company
INC.
"Judge their Superiority by the Prestige of Those Who Prescribe Them!"

Florida Optometric Fund
What It Is - How It Works

FELLOW OUTOMETRISTS! May I have your attention for a moment?

On various occasions during the past few years I know that you have heard and read of the FLORIDA OPTOMETRIC FUND. From some comments I have heard, I am sure that many of you do not quite understand what it is. Will you permit me a word of explanation?

The FLORIDA OPTOMETRIC FUND, or the "FUND" is an organization, or a financial arrangement, for the payment of certain stated obligations of the members.

Here is how it works. Most of you have an assistant or secretary in your office to whom you delegate certain duties. You find that having some one to fill the ink wells, keep a supply of stamps on hand, and do many other things is a great help.

Some of you entrust your secretaries with the finances of the office. Having her collect the accounts, do the banking, write the checks, and relieve you of a myriad of details. What a load off of your mind.

Well, the "FUND" is my secretary. Every year I deposit with the "FUND" a sum of money sufficient to take care of certain obligations of mine and proceed to forget all about them for I know they will be paid promptly when due.

You may employ the same secretary to look after the same obligations for you. Just deposit the proper sum of money with the "FUND" to meet your obligations and forget about it until next year.

Here is a list of the items "'My Secretary" pays for me.

Annual registration renewal fee	$25.00
Annual dues, Florida Optometric ass'n.	6.00
Annual dues, American Optometric ass'n.	15.00
Annual premium, Malpractice Insurance	5.00
Registration fee, Annual convention	5.00
Miscellaneous:	
(Public Relations in the State	
(Legislative fund to protect our law	
(Calls for National assistance	
(and administrative expenses.	16.00
	$72.00

It is so much easier to deposit my $72.00 with the "FUND" before the first of the year and then forget it than to have to worry with each individual item.

When I receive a notice from the Secretary of the State Board of Optometry that my renewal fee will be due on a certain date, I file the notice in the "Permanent file" (the waste basket), for I know that my secretary, the "FUND" will pay it promptly.

When the notice of my annual dues in the State and National associations come in, I file them in the same place for I know they will be taken care of.

I do not have to worry about my Malpractice Insurance, whether it is paid up or not, for the "FUND" pays it and sends me a new certificate each year when the old one expires.

When the annual convention is held I attend with out hesitation for I know that my registration fee is already paid.

All of you will agree that publicity of some type is not only desirable but absolutely necessary. A portion of your deposit in the "FUND" is used to purchase and distribute educational and publicity material throughout the State. Putting the "Visual Digest" in every library in the State is one example of what is being done.

For some years it has been necessary to raise funds every time the Legislature met to wage a fight to protect or improve our law. The "FUND" has been able to contribute to that call, and to answer the call from the National Association for special contributions.

After participating in the "FUND" for about eight years, I am more convinced than ever that it is a worth while arrangement and a very great convenience to me.

You may also participate by depositing money in the fund as you wish just so you have $72.00 balance on hand by January first. That is when the "FUND" starts paying your bills for you.

If you wish more detailed information about the "FUND", Dr. Karl K. Eychaner, the Director and Executive Secretary, will be glad to furnish it. Address him at 909 Tampa Theater Bldg., Tampa, Fla.

DR. EZELL OPENS OPTICAL OFFICE IN ARCADE BLDG.

Dr. Carroll P. Ezell, optometrist, opened his office in Lake Wales March 7th, for complete optical service, including visual analysis, the prescribing and dispensing of glasses, and visual training.

Dr. Ezell, a native Floridian, was born and educated in DeLand, Fla. He received the Bachelor of Arts and Master of Arts degrees from Stetson University, where his father is professor of education and phychology. He studied optometry at Southern College of Optometry, Memphis, Tennessee, where he received the degree of Doctor of Optometry.

After practicing with his uncle, Dr. W. C. Ezell of Spartansburg, S. C., immediate past president of the American Optometric Association, Dr. Ezell entered the Army Medical Corps in which he served as optometrist for three years. For seventeen months he was in charge of the optemetric service at Kennedy General Hospital, Memphis, Tennessee. He was honorably discharged in July, 1946, and became associated with Dr. George A. Copeland of Jacksonville, president of the Florida Optometric Association.

Dr. Ezell is secretary-treasurer of the Florida Optometric Association, and is a member of the American Optometric Association. He is director of the Department of Ogranizaiion for the Professional Advancement Program in Florida.

He is a member of Sigma Pi Sigma, honorary science fraternity, and Pi Kappa Phi, social fraternity. He belongs to the Lake Wales Chamber of Commerce, and he and his wife, the former Sara Rutledge of Ft. Myers, Florida are members of the Baptist Church.

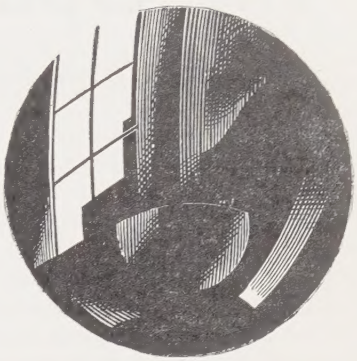
DR. FROMM OPENS OFFICE IN SHORES

Dr. Stanley Fromm, optometrist, who served from 1941 to 1946 in the U. S. Medical Corps, has opened his new office at 9711 N. E. Second Ave. in Miami Shores.

He is the newest addition to the professional group. Dr. Fromm is a graduate of Northern Illinois College of Optometry where he was later appointed to the Clinical Staff of the College. There he did significant research work in the fitting of contact lenses.

Dr. Fromm has also investigated the effect of visual training upon reading difficulties of children and has done significant work in teaching children corrective reading.

For the greater part of his military service, Dr. Fromm was in charge of the Miami Beach Eye Clinic at 605 Lincoln Road.



WIDESITE

CORRECTED CURVE

LENSES

CARRY THE
SHURON GUARANTEE

of

Quality
Beyond
Question

When only the best
is good enough, specify

WIDESITE LENSES
by

Shuron

The Optometric Assistant

By CARYL CROISANT, O. D.
National Director, Association of Optometric Assistants, Tillamook, Oregon

As the field of visual education expands, it becomes increasingly apparent that every Optometrist, if he is to do any of this work, will require the services of one or more trained assistants.

While it is always wise for visual training to be done under the very close personal supervision of the Optometrist in charge of the case, the actual techniques and routines may well be done by the assistant, providing she is efficient and well trained.

However, to qualify as a capable Optometric assistant requires more than merely to have worked in Dr. Blank's office for so many years; it requires an understanding of the philosophy under which the cases are analyzed, that the girl may have an insight into the visual problem of the patient; a study of psychology— a knowledge of the defenses set up, or concessions made in the seeing act; a thorough familiarity with the instrumentation and routines of actual training methods; a helpful, cheerful, sympathetic attitude; and above all an interest in and love for people, and an enthusiastic zeal for her work.

True, this is asking a great deal, and we wonder where we are to find such girls. Surely, they are not sitting idly by, waiting for Optometrists to discover them, and up to the present it has been difficult for even the most enthusiastic girl to get adequate training.

One of the major problems confronting the profession today is the proper training of assistants; just now none of our Optometric schools and colleges are presenting a course of training for them, and they are feeling the need of help.

There are a number of extremely capable assistants over the country; but for the most part the practitioner has spent a great deal of time and effort in training the girl to do the sort of work he wishes done. Once the proper foundation was laid, these assistants have increased their knowledge through experience, through attendance of regular study group sessions, through study of formal material presented for them through the National Association of Optometric Assistants and released through the Optometric Extension Program, attendance at regional Optometric Congresses where special classes and demonstrations have been set up for them; and by their study groups.

There is a splendid future for girls in the field of Optometric assistant—we know of none better except that of Optometry itself. It presents an opportunity for a professional career, with relatively little investment in training. Salaries are varied, in most offices they are increased as the assistant becomes more proficient and therefore more valuable. The assistant frequently works on a praticipation in the net profits, but in any event the only ceiling on what a girl may accomplish or earn is her own ability.

The National Association of Optometric Assistants was making splendid progress, local affiliate groups were being set up over the country, and a study program was outlined. Then came the war; girls left offices for jobs in industrial plants; girls married and followed their soldier husbands to other areas; there was a rapid turnover in Optometric personnel, so that it has been difficult to accomplish the original goal. None the less, in many areas girls are meeting regularly in study group sessions, and earnestly trying to improve their ability. Often a local Optometrist meets with them and helps them to a better understanding.

However, the profession should provide some standardized educational work for these girls who wish to make a career in the Optometric field. Until such time as courses are set up in the colleges, the suggestion has been made that girls might serve as apprentices in selected offices where authentic visual training is being done, the apprentice to pay for the privilege. In this event, a standardized program of training should be used, so that each girl would get a similar course. With the apprenticeship completed, and examination passed, a certificate as qualified Optometric Assistant might be issued; after which time the girl should be capable of walking into any office in the land and proceeding with visual training work, under the supervision of the Optometrist.

It behooves all of up to give some careful thought to this problem which has an important bearing on Optometry as it must be practiced in the future.—The Pennsylvania Optometrist.

What To Talk About

By MOSSBACK

Two Vermont practitioners of a healing profession practice in the same county. One has patients from a wide field and is overworked. The other has but few patients. Both do good work; the only answer to this difference lies in their personality.

The busy practitioner is a human box-of-sunshine. He never crabs about politics, income taxes, food shortages, rationing or other problems. He has a cheerful word for every patient. He lifts them out of their blues by an encouraging word and sends them home with the thought that life isn't so bad after all.

The other man is probably the better workman. He takes more pains and spends more time on each patient. He does a more thorough job. But his formula for office conversation is a listing of all the faults and weaknesses of fellow humans together with any social or political inconvenience he might think of at the moment. There's no good place to eat in his town or the landlord is overcharging on rent. If the patient happens to remark that he is feeling fine the doctor is likely to reply that many men have said that an hour befo.e dropping dead.

Every patient has his troubles and annoyances. Let us cease to toss around the common conversational footballs. There is a workable formula for office conversation. **Speak what will lift the hearer rather than cast him down.** Easy, isn't it? And practical too. Your practice will grow and the patients will all be better satisfied with your work. It is a basic truth that we should "talk on the side we wish to prevail." It is good business and good religion. Few men have had more friends than Cola Cleveland and Cola never thought things were as bad as folks often tried to make them seem.

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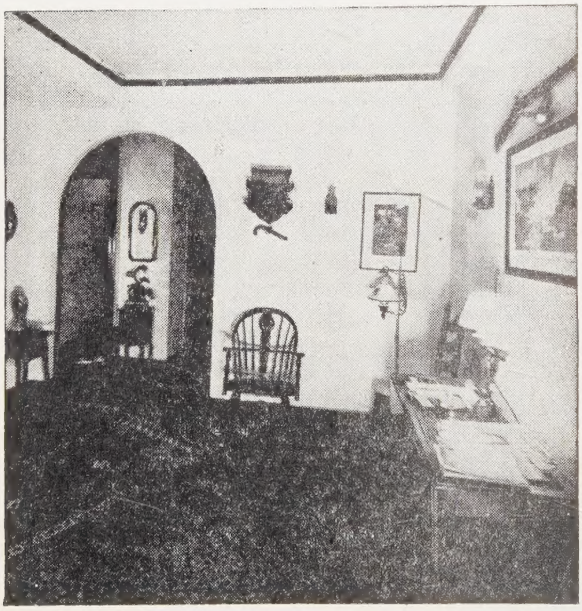

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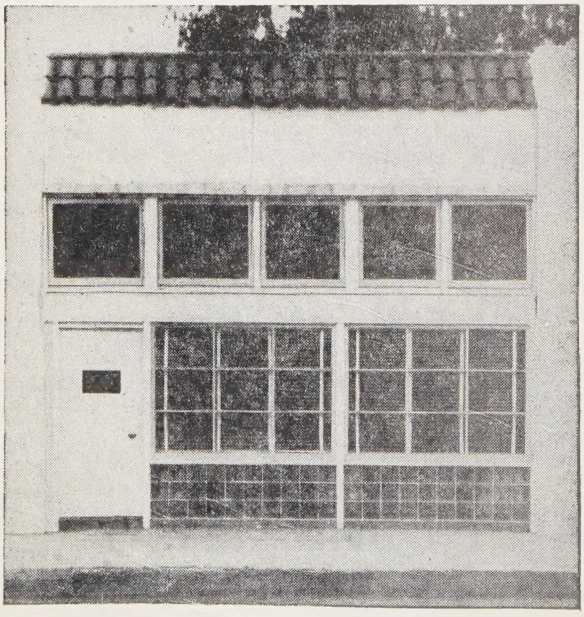

PROFESSIONAL OFFICE ON THE GROUND FLOOR . . . When Dr. Margaret Crawford of Costa Mesa, California, moved into her own office building, she found its advantages so great that she now wishes that all optometrists had the courage to change their thinking and practice in purely professional surroundings. Unquestionably, an office such as hers is an asset to any optometrist's practice.

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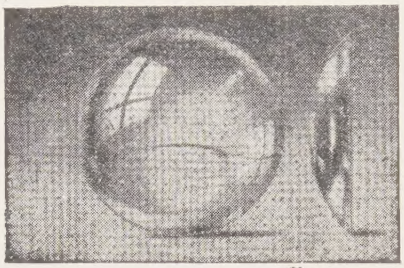

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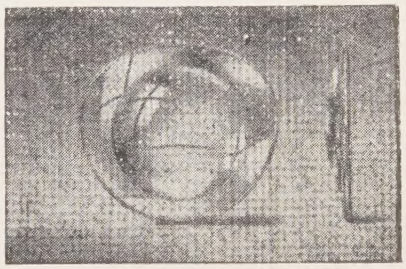

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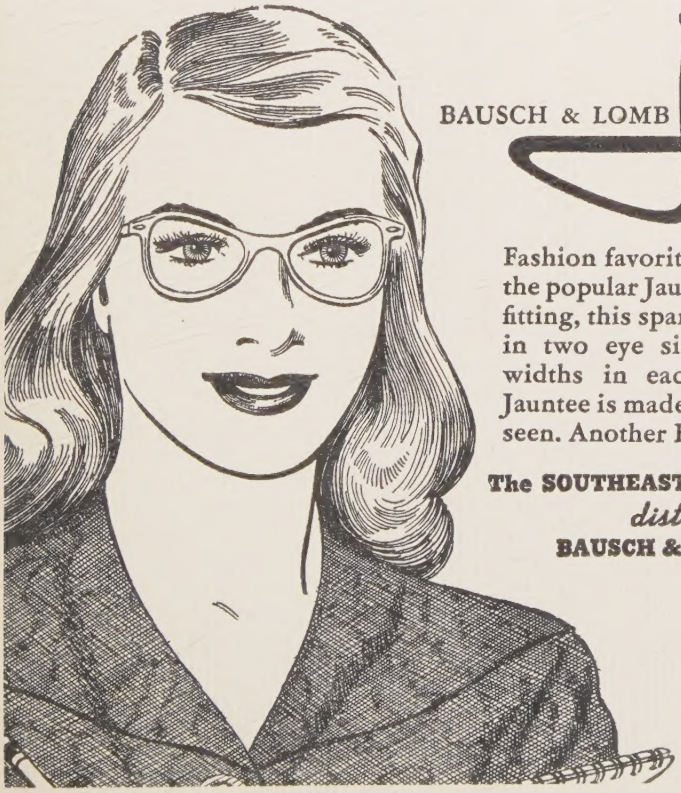

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